

Message Text

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PAGE 01 STATE 121678
ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 R

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-----261600Z 057340 /56

P 261543Z MAY 77
FM SECSTATE WASHDC
TO AMEMBASSY DAMASCUS PRIORITY
AMEMBASSY ALGIERS
AMEMBASSY TUNIS

UNCLAS STATE 121678

E.O. 11652: NA

TAGS: BEXP, SY, AG, TS

SUBJECT: EDP SEMINAR MISSION, DECEMBER 1977

REF: (A) DAMASCUS 2790 (B) TUNIS 2006 (C) ALGIERS 594

1. USDOC REALIZES THAT LEVEL OF SOPHISTICATION IN SUBJECT MISSION TECHNICAL PAPERS MAY BE TOO HIGH FOR SYRIAN AUDIENCE. USDOC AGREES WITH REFTEL A, PARA 2 THAT SEMINAR MISSION PARTICIPANTS SHOULD DEMONSTRATE IN THEIR PRESENTATIONS A BASIC IDEA OF HOW AMERICAN EDP TECHNOLOGY CAN IMPROVE EFFICIENCY, PLANNING AND REDUCE COSTS. THEREFORE, USDOC SUGGESTS THAT IN DAMASCUS, SEMINAR MISSION PARTICIPANTS GIVE INFORMAL MARKETING/SALES ORIENTED PRESENTATIONS RATHER THAN TECHNICAL PAPERS THAT THEY WILL FORMALLY PREPARE FOR ALGIERS AND TUNIS. IN DAMASCUS, CHAIRPERSON OF SEMINAR
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MISSION WILL PRESENT FORMAL "STATE-OF-THE-ART" SPEECH FOLLOWED BY INFORMAL SALES PRESENTATIONS OF EACH SEMINAR MISSION MEMBER. EACH SALES PRESENTATION WOULD BE DESIGNED TO EXPLAIN HOW MISSION MEMBER FIRMS COULD SERVE THE SYRIAN EDP MARKET AT THIS POINT IN ITS DEVELOPMENT.

2. USDOC PROPOSES FOLLOWING ITINERARY DATES FOR SUBJECT

MISSION: ALGIERS, DEC. 5-8; TUNIS, DEC. 8-10; DAMASCUS,
DEC. 10-13. ADVISE ON APPROPRIATENESS OF ABOVE DATES.

3. USDOC REQUESTS FEASIBILITY OF TUNIS TO TRANSLATE AND
PRINT FRENCH/ENGLISH MISSION SEMINAR BROCHURE FOR
DISTRIBUTION TO OTHER TWO MISSION STOP POSTS. USDOC ALSO
REQUESTS FEASIBILITY OF TUNIS TO TRANSLATE, TYPE AND
REPRODUCE MISSION SEMINAR TECHNICAL PAPERS FOR USE AND
DISTRIBUTION IN ALGIERS AND TUNIS ONLY.

4. ADVISE ON QUANTITY OF SEMINAR MISSION BROCHURES
REQUIRED. TUNIS AND ALGIERS REQUESTED TO INDICATE QUANTITY
OF TECHNICAL PAPER REPRODUCTIONS REQUIRED.

5. ADVISE ON SUGGESTED LENGTH OF STAY FOR MISSION ADVANCE
OFFICER AT EACH MISSION STOP.

6. ADVISE ON LOCAL SPONSORSHIP FOR SUBJECT SEMINAR MISSION.
PLEASE INVESTIGATE SPONSORSHIP POSSIBILITIES WITH
GOVERNMENT AND PRIVATE AGENCIES AND THEIR ABILITY AS
SPONSORS TO PROVIDE AN ADEQUATE ASSEMBLY HALL FOR
MISSION. VANCE

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Message Attributes

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